ARS Web site Consolidation Project and SitePublisher FAQ 2.0

Web Site History and Organization

Future Features

Web Site Content

SitePublisher Access

Site Issues

Working with Documents

Help

Miscellaneous

Special Topic: Publication reprint policy

Special Topic: News items

WEB SITE HISTORY AND ORGANIZATION

What is the history of the ARS web site redesign?
In the summer of 2001, a diverse group of ARS employees, known as the "Greater WAG (Web Architecture Group)" held a workshop. The group worked to identify the public web customers and content and to design a framework for organizing the content. The result is referred to as the ARS Information Architecture and can be seen mostly by the 7 main navigation categories and the newspaper-style layout.

In 2002 and 2003 a subset of that group, "Headquarter WAG", worked to fit the 60,000+ Headquarters web pages into the architecture, to apply widely-appealing graphical design scheme and to integrate extensive search, database, and email functionality. In July 2003 a new ARS web site was unveiled with the 7 main navigation categories.

In 2004 each research unit (area, location, and management unit) was asked to populate web pages with content so that each unit has a web presence at the ARS web site. The color and style of the web pages meet the USDA web site style guide and look similar to the USDA web site.

How is the ARS web site organized?
The ARS site is organized into a tabular structure and 10 major information categories.

The 10 categories of information are:
- *Home*: Welcome, overview, and research highlights.
- *About Us*: Mission statement and general information.
- *Research*: Research programs, projects, results, and reports.
- *Products & Services*: Publications, data sets, software, and technology products.
- *People & Places*: Employee listings and location of research units.
- *News & Events*: Latest news, ARS Magazine, calendar of events, and awards.
- *Partnering*: Technology transfer, patents and licensing, and cooperative projects.
- *Careers*: Employment listings and other human resource information.
- *Contact Us*: Questions and comments sent directly to the research unit the user is viewing.
- *Help*: Tabs and categories explained, site index, and advanced search.

The tabs at the top of the pages show the current research unit location and hierarchy. As users delve deeper into the organization of ARS from headquarters to areas to locations to management units, all 10 headings contain information relevant to that research unit.

Who is responsible for the content of the ARS web site?
The headquarters ARS web site is maintained and populated by members of the OCIO Web Branch, National Program Staff, and Information Staff. The research unit web sites are maintained by local webmasters.

FUTURE FEATURES

What will be the future of the consolidated ARS web site?
- Phase 1: Rolling out of new ARS web site with sites (10 categories) for all areas, locations, and management units.
- Phase 2: ARS OCIO Web Branch working with individual site webmasters & content owners to complete migration/attrition.
- Phase 3: ARS OCIO Web Branch rolling out support for dynamic web page development including CGI, ASP and other technologies

Will scientists or specific research projects be able to have their own sites?
In the future we will provide sub-sites for scientists or research projects.

How will we know how many people visit our site?
SitePublisher users will be able to see extensive site statistics as the web site consolidation project progresses.

WEB SITE CONTENT

How are research unit web pages populated?
There are two ways that research unit web pages are filled with content:
  I. Database driven content. The ARIS database provides information that fills the About Us, Research, and Products & Services pages. The REE directory provides information that fills the People & Places pages.
 II. SitePublisher. This is a content management system that allows web page publication by local webmasters at each research unit. The pages populated using SitePublisher are Home, News & Events, Partnering, Careers, Contact Us, and Help.

How is information in the REE directory updated/corrected?
The accuracy of the REE directory is maintained by personnel often at the institute level. Please refer to this page to find the agency contact: http://isbprod.ars.usda.gov/dirapp/contacts.htm

How is information in the ARIS database updated/corrected?
ARIS is maintained by many administrative assistants in the field. Please contact your research unit's administrative assistant for updates.

Where should discrepancies between the REE personnel listing and ARS People & Places listing be reported?
Please send details of discrepancies between the REE directory and ARS People & Places listings to the ARS webmaster at webmaster@ars.usda.gov

How does the content from my current web page fit into the categories at the new ARS web site?
Content mapping will help determine where existing web page content fits into the ARS architecture. Content mapping is the process of identifying and inventorying current web pages and assigning those existing pages to one of the new ARS categories. A content mapping template is available to help: http://sp.arsnet.usda.gov/training/content_mapping_template.doc

What about content on our current website that may be more suitable in an Intranet (employees only) environment?
The ARS Intranet is available at http://arsnet.usda.gov/ ARSNet is to be used for appropriate internal, common/universal type content such as guidelines, calendars, and deadlines. Please advise us of content you would like to put on ARSNet at webmaster@ars.usda.gov.

SITEPUBLISHER ACCESS

What is SitePublisher?
SitePublisher is ARS' in-house web content management system developed and maintained by ARS OCIO Web Branch. It is the software tool used to populate and publish web pages at the ARS web site. SitePublisher allows for instant web content publication right from the desktop on a site-by-site basis.

What is the web site address for SitePublisher?
SitePublisher's address is: http://sp.arsnet.usda.gov/

Who has access to each research unit web site in SitePublisher?
Area IT specialists have access to all sites in their jurisdiction. They are responsible for setting up all user accounts for their area. To see who has access to a site, login to SitePublisher and on the main site menu page, under 'Admin', click the link to 'Access Control List'. On the next screen, 'Current ACL', select the desired site to see users.

How do I set up an account for a new SitePublisher user?
All SitePublisher users can create accounts for new users (only for the sites in their jurisdiction). After logging into SitePublisher, on the main site menu page, under 'Admin', click the link to 'Access Control List'. On the next screen, 'Current ACL', click the link in top right corner 'Edit user access privileges'. When the employee listing appears, select the new user and click 'OK'. This loads the 'Grant Rights' page. Click the 'Admin' check box for the desired site, and click 'Apply these rights'.

How do I remove access for a SitePublisher user?
After logging into SitePublisher, on the main site menu page, under 'Admin', click the link to 'Access Control List'. On the next screen, 'Current ACL', select the desired site to see users. When the user listing appears, click on the user whose rights you wish to revoke. This loads the 'Grant Rights' page. Click the 'No Access' check box for the desired site, and click 'Apply these rights'.

Our local webmaster is a collaborator and not in the REE directory. How do I grant him access to SitePublisher?
Units are encouraged to add collaborators (including contractors and non-ARS scientists) to the REE directory as they find appropriate and manageable. Refer to the REE agency update page (http://isbprod.ars.usda.gov/dirapp/contacts.htm) to find out who to contact to get this information into the directory. The following day, the collaborator's name will appear on the list of people displayed on SitePublisher's 'Edit user access page' and access to SitePublisher can be granted. Units need to remember to manage those collaborators in the REE directory in the future.

Where can I learn more about SitePublisher?
1. Watch the SitePublisher tutorial videos:
   - Part 1: http://sp.arsnet.usda.gov/training/Sitepublisher_tutorial_part1.swf and
   - Part 2: http://sp.arsnet.usda.gov/training/Sitepublisher_tutorial_part2.swf
2. Read the SitePublisher's user's manual.
   - http://sp.arsnet.usda.gov/training/SP_Users_Manual_2.0.pdf

SITE ISSUES

Will a report be available of what pages are at each site and who last updated them and when?
Activity reports are available in SitePublisher. On the main site menu page of SitePublisher, under 'Admin', click the link to 'Site Settings & Reports'. On the following screen, click the tab 'Activity Reports'. A listing of all pages within all accessible sites will be displayed. This page is emailed to all site administrators on a weekly basis.

Is it possible to rename the research unit label that is displayed on the web site?
Each research unit can alter the name of their unit for the web site. On the main site menu page of SitePublisher, under 'Admin', click the link to 'Site Settings & Reports'. The resulting screen will be the tab 'Site Settings'. The 'Site Label' field can be edited. The site label name is the name that the research unit will have across the entire ARS web site so please select it carefully.

Can web sites have logos?
Research unit site logos will appear on top right hand corner for all web pages in that unit. To change r select one, from the SitePublisher main site menu page, under 'Admin', click the link to 'Site Settings & Reports'. Click on the 'Site Logo' tab and follow the instructions to upload an image or select one from the image library. Images must be in JPG format, 85 pixels high, and between 200-300 pixels wide.

Can web sites have their own help page(s)?
The default ARS help page can be overwritten with site specific help. In SitePublisher, create a page called 'index' in the 'help' category and it will be the page users see when they click on 'Help' within your web site.

How do we populate the 'Contact Us' page?
Sites must designate at least one category and contact person (routing of email) for users to be able to contact your site. To populate the Contact Us page, login to SitePublisher and under 'Admin' select 'Site Settings & Reports'. The right-most tab is 'Site Contacts'. The contact person can be selected from the list provided or typed in. The category/role is the label that will be displayed on the website; the public will not know the email route.

WORKING WITH DOCUMENTS

My page does not show up at the live site.
- Make sure the main page in each of the categories is called index(category).
- Make sure the 'Published' box is checked on the MetaData tab of Web Pages (Documents) for the page.

How do I publish a new web page?
After logging into SitePublisher, on the Main Site Menu page, under Content, click on 'Web Pages (Documents)'. As indicated by the pre-selected 'New Web Page' option, fill out the blank fields and click save to start a new document.

How do I edit an existing web page?
After logging into SitePublisher, on the Main Site Menu page, under Content, click on 'Web Pages (Documents)'. Select the page you want to edit from the drop down menu (Select One). Then click on the Document Editor tab and 'Edit this page' as appropriate.

How do I add or remove navigation bar links?
After logging into SitePublisher, on the Main Site Menu page, under Content, click on 'Left and right (navigation links)'. For a new navigation bar, select 'New set of links' from the drop down menu. To edit an existing navigation bar, select the navigation bar label from the drop down menu. To make the entire navigation box no longer viewable at the website, unclick the 'Published' check box. To modify the links within the navigation bar, click on the 'Edit Nav' tab.

How do I upload a Word, PDF, or other file for download?
After logging into SitePublisher, on the Main Site Menu page, under Content, click on 'Upload Static Files'. 'Browse' for the file, select it, then click 'Upload'. To link to this page from a web document, select it from the list of pages at your site in the Document Editor Link Manager window.

Can I override the default database driven About Us, Research, Products & Services, and People & Places pages?
The default pages that may be overwritten are: About Us, Research, Products & Services, and Help. The People & Places page cannot be overwritten. When either the Research or Products & Services default pages are overwritten, a link to that database driven content will appear on the left hand navigation bar and will be called "Programs and Projects" and "Publications", respectively.

HELP

Where can I get help?
1. Watch the SitePublisher tutorial videos:
    - Part 1: http://sp.arsnet.usda.gov/training/Sitepublisher_tutorial_part1.swf and
    - Part 2: http://sp.arsnet.usda.gov/training/Sitepublisher_tutorial_part2.swf
2. Read the SitePublisher user's manual:
    - http://sp.arsnet.usda.gov/training/SP_Users_Manual_2.0.pdf

3. Use the ? icon in SitePublisher

Who do I contact for help?
The first line of questions should be directed to your Area webmaster or Area IT specialist. The next level of questions can be sent to the ARS webmaster at webmaster@ars.usda.gov

Where do I report SitePublisher problems?

After logging into SitePublisher, on the Main Site Menu page, click on the envelope icon. It will open a 'Suggestion Box' window. Fill out the form and your request will be sent to the SitePublisher developers at ARS headquarters.

Where do I send questions, ideas, concerns about the web site consolidation project?
Please send your comments about the web consolidation project to the ARS webmaster at webmaster@ars.usda.gov

MISCELLANEOUS

What will happen to "iapreview"?
On October 15, 2004 iapreview will no longer be the staging area of the new ARS web site. All content at iapreview will be moved to http://www.ars.usda.gov

Future modifications to pages and sites will be done with live pages. The method to review and check a page before it becomes publicly available will be to use the 'Publish' check box in SitePublisher. Left unchecked, the page will not be published but can be reviewed for style and content by supervisors and subsequently published and made live.

What about search?
Users can search by management unit, location, area, or all of ARS. The default search is local – at the current research unit or organization level. ARS uses the Google search tool.

SPECIAL TOPIC: PUBLICATION REPRINT POLICY

The publication listings displayed on the Products & Services pages are straight out of the ARIS database of 115's. <u>For a publication to be displayed on the web site, it must have an acceptance date</u>. It is your office's responsibility to keep ARIS up to date with this information.

When possible, publications are strongly encouraged to link to the manuscript using the 'Publisher's URL' field in ARIS. When filled, the Publisher's URL field is displayed on the ARS web site listing for that manuscript.

Based on OTT, here are the guidelines for linking publications:

1. If the publisher provides a downloadable copy of the publication without charge to the public, then you are allowed to link to the publication via:

   - The publisher's web site linked in ARIS

     OR

   - Download a copy of the publication yourself and upload it to SitePublisher (using the 'Upload Static Files' section) and link to that address in ARIS

2. If the publisher does not provide a copy of the publication without charge (i.e. requires fee based member only authorization) then you are not allowed to link to the publication at <u>their</u> site.

   - *However, authors can provide a copy of the manuscript that was submitted to the publisher for downloading by the public, so long as it is not the final publication from the publisher.* That is because, although the information in the publication from ARS scientists is in the public domain and not copyrighted, once the publisher has finalized it with the tables, illustrations, page layouts, etc., the publisher can copyright that version of the publication. The pre-publication version of the manuscript can be uploaded to SitePublisher (using the 'Upload Static Files' section) and linked to that address in ARIS.

   - It is always a good idea to clear intentions of providing a free downloadable copy of a pre-publication manuscript with coauthors (especially non ARS authors) and publishers when the publication is not provided for free in its final version.

   - An alternative to offering the pre-publication version of the manuscript is to link to the publicly accessible portion of the publisher's web site, thereby letting the user know that the manuscript is not for public viewing without a paid membership and password.

For archived publications not in ARIS, a list of citations can be compiled and linked from the left hand navigation bar of the 'Products & Services' pages.

SPECIAL TOPIC: NEWS ITEMS

There are three methods for populating the required News & Events web page. Sites are required to have at least one of these options filled.

1. Create an index(news) page in SitePublisher in the 'Web Pages (documents)' section.

2. Create news and/or event items in SitePublisher in the 'News (Local)' or 'Events (Calendar items)' section(s).

3. Create news link items selected from ARS News Service news reports in SitePublisher in the 'ARS News (Link to ARS news articles)' section.

More information on how to use the SitePublisher 'News (Local)', 'Events (Calendar items)', and 'ARS News (Link to ARS news articles)' sections can be found in the SitePublisher User's Manual.